

Promote Your Business while Supporting Community Building

The City of Sammamish hosts 20 events annually with approximately 25,000 in attendance. These events are advertised through the City Newsletter and website; the Park Department's Recreation Guide and Facebook page; Sammamish-based newspapers; and event posters. When you sponsor a City of Sammamish event, you have direct access to event attendees, and with additional media coverage and event marketing, this reach goes up astronomically! No matter what your business or budget, there is a sponsorship opportunity that will help promote your business and help you build stronger community connections.



Event	Anticipated Audience	Cost of Sponsorships	Sponsorship Opportunities
Fourth on the Plateau	10,000	\$1,250 to \$15,000	10
Concerts in the Park	1,250 x 8 concerts	\$1,000 to \$8,000	10
Sammamish Days	3,000	\$750 to \$5,000	8
Very Merry Sammamish	2,000	\$250 to \$1,000	6
KidsFirst!	250 x 4 events	\$250 to \$1,000	6
Shakespeare in the Park	500 x 2 plays	\$500 to \$1,000	1
Rig-A-Palooza	1,000	\$250 to \$500	4
Skate Comp/Outdoor Movie	500	\$250 to \$500	2
Halloween Happening	500	\$250 to \$500	2

For more information, contact Lynne Handlos at lhandlos@sammamish.us or 425-295-0584.

Sponsorship Benefits

A general overview of sponsorship categories is provided below. *Please contact Joanna Martin at lhandlos@sammamish.us or 425-295-0584 to discuss your many sponsorship options.*

Presenting Sponsors

Listed in event marketing materials, which includes the following: City website, at least one Newsletter, up to two Recreation Guides, Sammamish Park & Recreation Facebook page, newspaper ads and the event poster.

Event listed as “Presented by” business or organization name.

Banner placement in a premium location.

Event 10’x10’ booth space in a premium location.

Area Sponsors

Listed in event marketing materials, which includes the following: City website, at least one Recreation Guide, Sammamish Park & Recreation Facebook page, newspaper ads and the event poster.

Banner placement allowed within the sponsored area.

Event 10’x10’ booth space in sponsored area or a premium location.

Event Sponsors

Listed in event marketing materials, which includes the following: City website, Sammamish Park & Recreation Facebook page and the event poster.

Event 10’x10’ booth space.

Supporting Sponsors

Event 10’x10’ booth space.



Sponsor Selection

The City of Sammamish is seeking sponsors who have products, customers and promotional goals consistent with the City’s character, values and service priorities. Potential sponsors can be individuals, corporations, businesses or organizations. Sponsors will be selected based on historical participation, willingness for future involvement and readiness to enter into a sponsorship agreement.

The City is unable to enter into sponsorships with businesses that are subjected to regulation or monitoring by law enforcement agencies, religious or political organizations, businesses that derive substantial sales from projects or services that are contrary to the interest of public health, safety or welfare and enterprises who have business agreements, permit approvals or other City associations that would create the appearance of impropriety if we entered into a sponsorship agreement.

Fourth on the Plateau

Red, White & Blue Family Fun

Mon, July 4, 6-10:30p **Sammamish Commons**

Our largest annual community event with crowds often in excess of 10,000. This highly-attended event includes music, kids activities, food vendors, and of course... fireworks!

Level	Cost	Available	Sold
Presenting	\$15,000	0	1
Area	\$5,000	2	0
Event	\$2,500	2	1
Supporting	\$1,250	2	2



Concerts in the Park

Tunes on the Turf

Thu, July & August, 6:30-8p **Pine Lake Park**

Live music shows that always attract a good crowd ranging from 1,000 to 1,500 per show for a series total of approximately 10,000 people. Only two sponsors are allowed per concert.

Level	Cost	Available	Sold
Co-Presenting	\$4,000	1	1
Supporting	\$1,000	6	2

Sammamish Days

Celebration of Community & Culture

Sat, August 20, 10a-2p **Sammamish Commons**

With kids activities, vendors, food trucks, entertainment and a variety of cultural performances, this popular event is growing and currently attracts approximately 3,000 people, primarily families.

Level	Cost	Available	Sold
Presenting	\$5,000	1	0
Area	\$3,000	1	0
Event	\$1,500	1	1
Supporting	\$750	0	4





Very Merry Sammamish

Festive Family Fun

Fri, December 2, 5-7:30p Sammamish Commons

Holiday season kick off with approximately 1,500 residents enjoying festive lights, school choirs, kids activities, a petting zoo and multiple special guests. Attendance is primarily families.

Level	Cost	Available	Sold
Presenting	\$1,000	1	1
Event	\$500	1	1
Supporting	\$250	2	0

KidsFirst!

Children Focused Entertainment

Tue, July & August, 1-2p Various Parks

The KidsFirst! series draws 250 or more kids and their families at each performance and rotates locations between three Sammamish parks. Different musicians or performers are featured each week.



Level	Cost	Available	Sold
Title	\$4,000	0	1
Presenting	\$1,000	0	1
Supporting	\$250	1	3



Shakespeare in the Park

Classical Plays Performed Outdoors

Sat, July 16 & 23, 7-8:45p Klahanie Park

Seattle Shakespeare Company performs two plays at Pine Lake Park. These events have a very loyal following of approximately 300 to 600 people per play.

Level	Cost	Available	Sold
Title	\$1,800	0	1

Rig-A-Palooza

Explore. Interact. Discover.

Sat, May 21, 12-3p

Sammamish Commons

Approximately 750 people explore a variety of vehicles (such as police cars, fire trucks, garbage trucks, school buses, etc.) while interacting with community helpers to discover how they keep our city safe, clean and FUN-ctioning. This is an exciting new event.

Level	Cost	Available	Sold
Presenting	\$500	0	2
Event	\$375	1	0
Supporting	\$250	1	0



Skate & Big Screen

Grind... Ollie... Camera... Action...

Fri, June 3, 5-11p

Commons Skate Park & Plaza

Approximately 60 skateboarders compete while being cheered on by around 150 spectators. Afterwards 500 attendees will view a free showing of "Inside Out". The audience is youth, teenagers and parents.

Level	Cost	Available	Sold
Presenting	\$500	1	0
Supporting	\$250	1	0

Halloween Happening

Trick or Treat Trek

Mon, October 31, 3-4:30p

Sammamish City Hall

During this enjoyable, safe and dry Halloween event, approximately 500 kids and their parents trek through City Hall collecting fun treats.

Level	Cost	Available	Sold
Presenting	\$500	1	0
Supporting	\$250	1	0

